

Harold Leonard

From: Fleck Jennifer M [FleckJenniferM@JohnDeere.com]
Sent: Monday, January 25, 2010 9:22 AM
Subject: JOHN DEERE: Updated AORs - Attn. Dealer Principals, GMs, and Sales Staff

Attn: Dealer Principals, GMs, and Sales Staff

Please be advised that the new AORs were loaded into the MS website last week. The plan to make AOR changes was previously announced and also discussed during the Dealer Strategy meetings in December. The new software used for AOR assignments draws lines that intersect the midpoint between dealers, ultimately creating a geographic area that is your AOR. Your AOR can be viewed through Pathways - Sales - Market Share. New Exhibits will be arriving over the next few weeks for your signatures.

The new AORs are retroactive back to 1 Nov 2009 for both Market Share and In-AOR additives.

Please remember that when settling equipment, it is critical to enter the county of 1st use into JDSET, which drives the market share number reported.

Where does the dealer and/or customer information come from?

The dealer sale and customer county is entered by the dealers using the ESETT or JDSET (electronic settlements), accounts receivable system. Customer names and addresses come from delivery receipt information entered by dealers via the WIN, (Warranty Information Network).

Thank you,
Jennifer

Jennifer Fleck
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1/25/2010



Model Summary

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Report Name : Model Summary	Current Time Span : Jan 2009 - Dec 2009
Product Family : Dealer Performance	
Dealer(s) : Richland Equipment Co., Inc. - Centreville, MS (01.5326)	
Download to Excel With Totals Without Totals	

Product	Model Class	Size Class	Current Time Period Jan 2009 - Dec 2009				Previous Time Period Jan 2008 - Dec 2008				% Change	
			Ind	Dir	Dir Shr	Outside AOR	Ind	Dir	Dir Shr	Outside AOR	Ind	Dir
Total			60.65	10	16.5%	1	103.05	9	8.7%	0	-41.1	11.1
2-Wheel Drive Tractors			52.25	8	15.3%	1	89.45	9	10.1%	0	-41.6	-11.1
	4320 4520 4720 5055D/E 5203 5225	40 < 50	17.05	0	0.0%	0	32.30	3	9.3%	0	-47.2	-100.0
	45/4720 5303 5325 5065E/M	50 < 60	13.05	3	23.0%	0	18.10	1	5.5%	0	-27.9	200.0
	76F 5075E/M 5083E/EN 5403 5425	60 < 70	3.75	2	53.3%	0	12.05	1	8.3%	0	-68.9	100.0
	85F 5093E 5525/N 6230/P 5085M	70 < 80	2.20	0	0.0%	0	6.50	3	46.2%	0	-66.2	-100.0
	100F 5101E 05M 5603/25 6100D 6330 5095	80 < 90	10.90	2	18.3%	0	10.35	1	9.7%	0	5.3	100.0
	6115D 6430 7220	90 < 100	1.85	0	0.0%	1	7.45	0	0.0%	0	-75.2	0.0
	7130/P 6130D	100 < 110	0.15	0	0.0%	0	1.60	0	0.0%	0	-90.6	0.0
	6140D 7230/P	110 < 120	1.30	1	76.9%	0	0.15	0	0.0%	0	766.7	0.0
	7330/P	120 < 130	0.15	0	0.0%	0	0.15	0	0.0%	0	0.0	0.0
	7430P	130 < 140	0.00	0	0.0%	0	0.15	0	0.0%	0	-100.0	0.0
	7830	160 < 180	0.40	0	0.0%	0	0.15	0	0.0%	0	166.7	0.0
	7930 8130 8225R	180 < 200	0.40	0	0.0%	0	0.00	0	0.0%	0	0.0	0.0
	8230/T 8320/T 8245R	200 < 220	0.35	0	0.0%	0	0.30	0	0.0%	0	16.7	0.0
	8270R 8330/T	220 < 240	0.50	0	0.0%	0	0.10	0	0.0%	0	400.0	0.0
	8430/T 8530 8295R/RT 8320R/RT 8345R/RT	240 & Over	0.20	0	0.0%	0	0.10	0	0.0%	0	100.0	0.0
4-Wheel Drive Tractors			0.00	0	0.0%	0	1.00	0	0.0%	0	-100.0	0.0
	9430/T 9530/T	400 < 500	0.00	0	0.0%	0	1.00	0	0.0%	0	-100.0	0.0
Self-Propelled Combines			0.30	0	0.0%	0	0.00	0	0.0%	0	0.0	0.0
	T670 9770STS	240 < 280 Kw	0.30	0	0.0%	0	0.00	0	0.0%	0	0.0	0.0
Hay Balers-Rectangular			0.60	0	0.0%	0	0.60	0	0.0%	0	0.0	0.0
	328 338 348	< 4	0.60	0	0.0%	0	0.60	0	0.0%	0	0.0	0.0
Hay Balers-Round			6.40	1	15.6%	0	10.80	0	0.0%	0	-40.7	0.0
	458 582	55 < 90	3.25	0	0.0%	0	8.05	0	0.0%	0	-59.6	0.0
	468 558	90 < 125	0.00	0	0.0%	0	2.15	0	0.0%	0	-100.0	0.0
	558	90 < 105	2.00	0	0.0%	0	0.00	0	0.0%	0	0.0	0.0
	568	125 & Over	1.15	1	87.0%	0	0.60	0	0.0%	0	91.7	0.0
Corn Heads			0.00	0	0.0%	0	0.10	0	0.0%	0	-100.0	0.0
	608C 893 894	7 - 11 Row	0.00	0	0.0%	0	0.10	0	0.0%	0	-100.0	0.0
Moco - Rotary Side-Pull			1.00	1	100.0%	0	0.00	0	0.0%	0	0.0	0.0
	530 535 630 635	3.0 & Over	1.00	1	100.0%	0	0.00	0	0.0%	0	0.0	0.0
Combine Platforms, Flexible			0.00	0	0.0%	0	1.10	0	0.0%	0	-100.0	0.0
	630 635	30' & Over	0.00	0	0.0%	0	1.10	0	0.0%	0	-100.0	0.0
Combine Platforms, Rigid			0.10	0	0.0%	0	0.00	0	0.0%	0	0.0	0.0
	630 930D 936D	30' & Over	0.10	0	0.0%	0	0.00	0	0.0%	0	0.0	0.0

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Dealer AOR

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Report Name : Dealer AOR	Current Time Span : Effective With Dec 2009 Data
Product Family : Dealer Performance	
Dealer(s) : Richland Equipment Co., Inc. - Centreville, MS (01 5326)	
Download to Excel	

State	City	Dealer Acct	Dealer	AOR State	County	Large Ag	Small Ag	Tractors <90 HP
MS	Centreville	015326	Centreville - Richland Equipment Co., Inc. (01 5326 T43)	LA	East Baton Rouge	15%	15%	10%
					East Feliciana	85%	85%	85%
					St. Helena	60%	60%	30%
					West Feliciana	20%	20%	20%
				MS	Adams	10%	10%	10%
					Amite	55%	55%	55%
					Franklin	35%	35%	25%
					Wilkinson	100%	100%	100%

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Report Name : Model By County	Current Time Span : Jan 2009 - Dec 2009
Product Family : Dealer Performance	
Dealer(s) : Richland Equipment Co., Inc. - Centreville, MS (01 5326)	
Download to Excel With Totals Without Totals	

Product	Model Class	Size Class	State	County	Comm Sm Ag U80 AOR	Current Time Period Jan 2009 - Dec 2009			Previous Time Period Jan 2008 - Dec 2008			% Change	
						Ind	Dlr	Dlr Shr	Ind	Dlr	Dlr Shr	Ind	Dlr
AOR Total						60.65	10	16.5%	103.05	9	8.7%	-41.1	11.1
2-Wheel Drive Tractors		Total				52.25	8	15.3%	89.45	9	10.1%	-41.6	-11.1
	4320 4520 4720 5055D/E 5203 5225	40 < 50				17.05	0	0.0%	32.30	3	9.3%	-47.2	100.0
			LA	East Baton Rouge	15/15/10	2.30	0	0.0%	3.60	0	0.0%	-36.1	0.0
				East Feliciana	85/85/85	7.65	0	0.0%	11.90	1	8.4%	-35.7	100.0
				St. Helena	60/60/30	0.30	0	0.0%	2.70	0	0.0%	-88.9	0.0
				West Feliciana	20/20/20	0.40	0	0.0%	1.60	0	0.0%	-75.0	0.0
			MS	Adams	10/10/10	0.50	0	0.0%	1.00	0	0.0%	-50.0	0.0
				Amite	55/55/55	1.65	0	0.0%	5.50	2	36.4%	-70.0	100.0
				Franklin	35/35/25	1.25	0	0.0%	2.00	0	0.0%	-37.5	0.0
				Wilkinson	100/100/100	3.00	0	0.0%	4.00	0	0.0%	-25.0	0.0
	45/4720 5303 5325 5065E/M	50 < 60				13.05	3	23.0%	18.10	1	5.5%	-27.9	200.0
			LA	East Baton Rouge	15/15/10	4.00	1	25.0%	3.70	1	27.0%	8.1	0.0
				East Feliciana	85/85/85	4.25	1	23.5%	5.10	0	0.0%	-16.7	0.0
				St. Helena	60/60/30	0.00	0	0.0%	0.30	0	0.0%	100.0	0.0
				West Feliciana	20/20/20	1.20	1	83.3%	0.40	0	0.0%	200.0	0.0
			MS	Adams	10/10/10	0.40	0	0.0%	0.50	0	0.0%	-20.0	0.0
				Amite	55/55/55	2.20	0	0.0%	6.60	0	0.0%	-66.7	0.0
				Franklin	35/35/25	0.00	0	0.0%	0.50	0	0.0%	100.0	0.0
				Wilkinson	100/100/100	1.00	0	0.0%	1.00	0	0.0%	0.0	0.0
	76F 5075E/M 5083E/EN 5403 5425	60 < 70				3.75	2	53.3%	12.05	1	8.3%	-68.9	100.0
			LA	East Baton Rouge	15/15/10	0.80	0	0.0%	1.50	0	0.0%	-46.7	0.0
				East Feliciana	85/85/85	1.70	1	58.8%	0.85	0	0.0%	100.0	0.0
				St. Helena	60/60/30	0.30	0	0.0%	0.60	0	0.0%	-50.0	0.0
				West Feliciana	20/20/20	0.40	0	0.0%	0.60	1	166.7%	-33.3	100.0
			MS	Adams	10/10/10	0.00	0	0.0%	0.50	0	0.0%	100.0	0.0
				Amite	55/55/55	0.55	1	181.8%	2.75	0	0.0%	-80.0	0.0
				Franklin	35/35/25	0.00	0	0.0%	1.25	0	0.0%	100.0	0.0
				Wilkinson	100/100/100	0.00	0	0.0%	4.00	0	0.0%	100.0	0.0
	85F 5093E 5525/N 6230/P 5085M	70 < 80				2.20	0	0.0%	6.50	3	46.2%	-66.2	100.0
			LA	East Baton Rouge	15/15/10	0.00	0	0.0%	0.40	0	0.0%	100.0	0.0
				East Feliciana	85/85/85	0.00	0	0.0%	0.85	0	0.0%	100.0	0.0
				St. Helena	60/60/30	0.00	0	0.0%	0.60	0	0.0%	-	0.0

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	MS	Adams	10/10/10	0.50	0	0.0%	0.10	0	0.0%	400.0	0.0
8430/T 8530 8295R/RT 8320R/RT 8345R/RT	240 & Over			0.20	0	0.0%	0.10	0	0.0%	100.0	0.0
	MS	Adams	10/10/10	0.20	0	0.0%	0.10	0	0.0%	100.0	0.0
4-Wheel Drive Tractors	Total			0.00	0	0.0%	1.00	0	0.0%	100.0	0.0
9430/T 9530/T	400 < 500			0.00	0	0.0%	1.00	0	0.0%	100.0	0.0
	MS	Wilkinson	100/100/100	0.00	0	0.0%	1.00	0	0.0%	100.0	0.0
Self-Propelled Combines	Total			0.30	0	0.0%	0.00	0	0.0%	0.0	0.0
T670 9770STS	240 < 280 Kw			0.30	0	0.0%	0.00	0	0.0%	0.0	0.0
	MS	Adams	10/10/10	0.30	0	0.0%	0.00	0	0.0%	0.0	0.0
Hay Balers-Rectangular	Total			0.60	0	0.0%	0.60	0	0.0%	0.0	0.0
328 338 348	< 4			0.60	0	0.0%	0.60	0	0.0%	0.0	0.0
	LA	St. Helena	60/60/30	0.60	0	0.0%	0.60	0	0.0%	0.0	0.0
Hay Balers-Round	Total			6.40	1	15.6%	10.80	0	0.0%	-40.7	0.0
458 582	55 < 90			3.25	0	0.0%	8.05	0	0.0%	-59.6	0.0
	LA	East Baton Rouge	15/15/10	0.30	0	0.0%	0.30	0	0.0%	0.0	0.0
		East Feliciana	85/85/85	1.70	0	0.0%	1.70	0	0.0%	0.0	0.0
		St. Helena	60/60/30	0.60	0	0.0%	0.60	0	0.0%	0.0	0.0
		West Feliciana	20/20/20	0.00	0	0.0%	0.40	0	0.0%	100.0	0.0
	MS	Adams	10/10/10	0.10	0	0.0%	0.20	0	0.0%	-50.0	0.0
		Amite	55/55/55	0.55	0	0.0%	3.85	0	0.0%	-85.7	0.0
		Wilkinson	100/100/100	0.00	0	0.0%	1.00	0	0.0%	100.0	0.0
468 558	90 < 125			0.00	0	0.0%	2.15	0	0.0%	100.0	0.0
	LA	East Baton Rouge	15/15/10	0.00	0	0.0%	0.15	0	0.0%	100.0	0.0
		East Feliciana	85/85/85	0.00	0	0.0%	0.85	0	0.0%	100.0	0.0
		St. Helena	60/60/30	0.00	0	0.0%	0.60	0	0.0%	100.0	0.0
		West Feliciana	20/20/20	0.00	0	0.0%	0.20	0	0.0%	100.0	0.0
	MS	Franklin	35/35/25	0.00	0	0.0%	0.35	0	0.0%	100.0	0.0
558	90 < 105			2.00	0	0.0%	0.00	0	0.0%	0.0	0.0
	LA	East Baton Rouge	15/15/10	0.15	0	0.0%	0.00	0	0.0%	0.0	0.0
		East Feliciana	85/85/85	0.85	0	0.0%	0.00	0	0.0%	0.0	0.0
	MS	Wilkinson	100/100/100	1.00	0	0.0%	0.00	0	0.0%	0.0	0.0
568	125 & Over			1.15	1	87.0%	0.60	0	0.0%	91.7	0.0
	LA	St. Helena	60/60/30	0.60	0	0.0%	0.60	0	0.0%	0.0	0.0
	MS	Amite	55/55/55	0.55	1	181.8%	0.00	0	0.0%	0.0	0.0
Corn Heads	Total			0.00	0	0.0%	0.10	0	0.0%	100.0	0.0
608C 893 894	7 - 11 Row			0.00	0	0.0%	0.10	0	0.0%	100.0	0.0
	MS	Adams	10/10/10	0.00	0	0.0%	0.10	0	0.0%	100.0	0.0
Moco - Rotary Side-Pull	Total			1.00	1	100.0%	0.00	0	0.0%	0.0	0.0
530 535 630 635	3.0 & Over			1.00	1	100.0%	0.00	0	0.0%	0.0	0.0
	LA	East Baton Rouge	15/15/10	0.15	0	0.0%	0.00	0	0.0%	0.0	0.0
		East Feliciana	85/85/85	0.85	1	117.6%	0.00	0	0.0%	0.0	0.0
Combine Platforms, Flexible	Total			0.00	0	0.0%	1.10	0	0.0%	100.0	0.0
630 635	30' & Over			0.00	0	0.0%	1.10	0	0.0%	100.0	0.0

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		MS	Adams	10/10/10	0.00	0	0.0%	0.10	0	0.0%	100.0	0.0
			Wilkinson	100/100/100	0.00	0	0.0%	1.00	0	0.0%	100.0	0.0
Combine Platforms, Rigid		Total			0.10	0	0.0%	0.00	0	0.0%	0.0	0.0
	630 930D 936D	30' & Over			0.10	0	0.0%	0.00	0	0.0%	0.0	0.0
		MS	Adams	10/10/10	0.10	0	0.0%	0.00	0	0.0%	0.0	0.0
Outside AOR Total						1			0			
2-Wheel Drive Tractors		Total				1			0			
	6115D 6430 7220	90 < 100				1			0			
		LA	Lafourche			1			0			

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